

**INTERNATIONAL WEEK**  
**SCHOOL OF BUSINESS, MARKETING AND FINANCE**  
**INTERNATIONAL BUSINESS SCHOOL**  
**HANZE UNIVERSITY GRONINGEN**  
**From 25 November until 28 November 2024**

Dear Partner,

Join us as a visiting lecturer for our next **International Week**. This is a 4-day event for students, organized by the **School of Business, Marketing and Finance at Hanze University in Groningen, The Netherlands**, taking place from **25 November until 28 November 2024**. It will be held in our university campus in Groningen.

The main objectives of the International Week are to strengthen the cooperation between our University and our Partner Universities, to increase international opportunities and provide international experience for our students.

For the visiting lecturers we would like to create the opportunity to meet and network with peers in a number of fields. We truly believe that successful cooperation is based on personal encounters and meaningful exchange of ideas, experiences, skills and strategies for best practices, which will help us strengthen our existing partnerships, while presenting opportunities for future cooperation.

**VISITING LECTURER'S CONTRIBUTION**

In order to organise the workshops of the international week, we would like to invite you to focus your workshop(s) on **one or two topics** and prepare your contribution **in English**. Each workshop will be one session of two hours with a short break.

**For your orientation, we are interested in the following:**

- we would like you to relate your topic to sustainability (either environmental, economic or social sustainability);
- we would like to learn more about your field of expertise;
- we are interested in interdisciplinarity. We welcome contributions from all domains (agronomy, arts, engineering, health, economics, etc.) that can relate to our students' studies within marketing, entrepreneurship, business administration, financial management, finance & control, strategic management, international business and intercultural competences;
- we would like you to relate your workshop to initiatives or good practices of your local community (your university home town, your region, your country);
- we would like you to relate your topic to the Hanze spearpoints: entrepreneurship, healthy ageing, energy transition, art & society, internationalisation;
- we would like the workshops to be dynamic and interactive (active participation from students)

Would you like to propose a different topic, please let us know and we will do our best to accommodate it!

For your inspiration, below, you can find examples of topics of workshops of the International Weeks we organised in 2019, 2022 and 2023:

1. Spanish wines, soils, grapes and marketing
2. Logistics and sustainability in Istanbul
3. Galicia: development, sustainability and identity
4. Smart city logistics in Germany

5. Touristic Marketing: the role of IPB in the touristic marketing of Bragança and the region of Tras-os-Montes
6. Supply chain management and international trade
7. Socially responsible investment, Artificial Intelligence in Finance, Financial Innovation, Risk Management
8. Human Resource Management (Now over 50 years since equal pay legislation was introduced in the UK – is the new 2017 gender pay gap reporting regulation finally making a difference?)
9. Information systems and entrepreneurship: a case study of a disadvantaged peripheral region in Portugal.
10. Entrepreneurship and Management (Sustainable Entrepreneurship Models in Uganda)
11. Paintings originating in different periods – can help build awareness and reflective capabilities to foster more sustainable practice in management
12. An introduction to gender studies

### **PROGRAMMEME**

The 4-day programmeme includes:

1. workshops by visiting lecturers on Monday, Tuesday and/or Thursday
2. lunch on Monday, Tuesday, Wednesday and Thursday
3. network meetings with Hanze lecturers and visiting lecturers
4. a social and cultural field trip in and around Groningen on Wednesday 27 November
5. a dinner in down town Groningen on Wednesday 27 November

Besides this, you will have plenty of time to explore Groningen: the attractive student city and charming bicycle capital of the North of The Netherlands!

### **Programme International Week 2024, 25 November – 28 November**

Schedule	Date/Time	People involved
Day 1, Monday: Welcome meeting & Lunch Workshops	Monday, 25 November 9:00-16:30	Visiting lecturers Representative of Hanze's Executive Board Dean Peter Idema School of Business Marketing and Finance Dean Linda Mulder of the International Business School Hosts: Lydia Altenburg, Ros Gibson, Karen Kooi, Anita Lampe, Jaap Mennes, Danny Schapendonk, Gea Voort, and others.
Day 2, Tuesday: Network Meetings & Lunch Workshops	Tuesday, 26 November 9:00-16:30	Visiting lecturers Hosts: Lydia Altenburg, Ros Gibson, Karen Kooi, Anita Lampe, Jaap Mennes, Danny Schapendonk, Gea Voort, and others.
Day 3, Wednesday: Fieldtrip and dinner	Wednesday, 27 November 9:00-22:00	Visiting lecturers Hosts: Lydia Altenburg, Ros Gibson, Karen Kooi, Anita Lampe, Jaap Mennes, Danny Schapendonk, Gea Voort, and others.
Day 4, Thursday: Network Meetings & Lunch Workshops	Thursday, 28 November 9:00-16:30	Visiting lecturers Hosts: Lydia Altenburg, Ros Gibson, Karen Kooi, Anita Lampe, Jaap Mennes, Danny Schapendonk, Gea Voort, and others.

## **REGISTRATION**

If you are interested in participating in our International Seminars, please register **before 1 June 2024** by sending an email to the International Office of the School of Business, Marketing and Finance: [sbmfinternationaloffice@org.hanze.nl](mailto:sbmfinternationaloffice@org.hanze.nl) attaching the application form (below) and your CV. Please note that participants have to pay for travel and accommodation themselves. European participants from Partner Institutions can apply for an Erasmus+ Teaching Grant at their own Institution's International Office.

We very much look forward to welcoming you to the city of Groningen in November.

Warm regards,  
Lydia

**Lydia Altenburg, MA** | International Coordinator School of Business, Marketing and Finance,  
Zernikeplein 7, Groningen, The Netherlands | Tel. + 31 50 595 4056 |  
E-mail [y.t.l.altenburg@pl.hanze.nl](mailto:y.t.l.altenburg@pl.hanze.nl) | [School of Business, Marketing and Finance](#) | **Share your talent, move the world**

**APPLICATION FORM**  
**INTERNATIONAL WEEK 2023**  
**SCHOOL OF BUSINESS, MARKETING AND FINANCE**  
**HANZE UNIVERSITY, GRONINGEN, THE NETHERLANDS**  
**25 November-28 November 2024**

Surname:	
First name:	
Position & Title:	
Home Institution:	
Contact Details: (Mobile / Email)	
Field of expertise:	
Title of Workshop:	
Short description of session:	
Date of Arrival:	
Departure Date:	

Please send the completed document to this e-mail address: [sbmfinternationaloffice@org.hanze.nl](mailto:sbmfinternationaloffice@org.hanze.nl)